



ROTORUA COMMERCIAL RADIO - SURVEY 1 2019

Station Share (%) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

	All 10+				People 10-17			People 18-34			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	8.3	8.8	-0.5	6	5.4	5.7	-0.3	6.9	8.8	-1.9	5.4	4.8	0.6	7.3	7.3	0.0	12.7	13.3	-0.6	10.2	10.5	-0.3	7.5	9.4	-1.9
Coast	11.4	11.5	-0.1	1	0.6	0.5	0.1	0.4	2.2	-1.8	0.8	2.1	-1.3	5.3	6.0	-0.7	14.4	16.6	-2.2	23.7	24.2	-0.5	4.2	3.7	0.5
Edge	7.1	6.8	0.3	7	9.8	10.9	-1.1	19.5	18.2	1.3	10.2	10.0	0.2	9.0	9.1	-0.1	4.7	4.1	0.6	1.6	0.9	0.7	6.5	8.1	-1.6
Flava	9.4	8.5	0.9	4	34.7	23.8	10.9	20.8	16.3	4.5	12.2	10.7	1.5	8.9	8.3	0.6	1.9	2.1	-0.2	0.3	0.6	-0.3	16.4	11.3	5.1
Life FM	0.3	0.6	-0.3	18	0.8	1.9	-1.1	0.6	0.6	0.0	0.7	1.0	-0.3	0.6	0.8	-0.2	0.2	0.2	0.0	*	*	*	0.8	0.4	0.4
Magic Music & Talk*	8.5	9.8	-1.3	5	0.1	1.8	-1.7	0.7	1.3	-0.6	1.4	2.9	-1.5	2.0	4.3	-2.3	6.5	9.9	-3.4	16.3	17.4	-1.1	5.0	7.6	-2.6
Mai FM	2.1	1.8	0.3	12	10.3	7.2	3.1	2.5	4.3	-1.8	2.5	3.0	-0.5	1.7	2.2	-0.5	0.8	0.3	0.5	0.7	*	*	2.1	1.9	0.2
Mix	1.8	1.0	0.8	14	0.1	0.1	0.0	0.7	0.6	0.1	3.9	2.0	1.9	3.3	1.8	1.5	1.7	1.2	0.5	0.9	0.7	0.2	4.4	0.9	3.5
More FM	4.4	5.0	-0.6	10	4.6	5.2	-0.6	7.0	11.6	-4.6	5.8	7.7	-1.9	6.2	6.3	-0.1	4.8	3.0	1.8	2.3	2.7	-0.4	6.9	9.1	-2.2
Newstalk ZB	5.4	5.2	0.2	9	*	*	*	*	0.3	*	1.1	0.8	0.3	1.6	1.4	0.2	2.5	2.5	0.0	8.1	7.9	0.2	2.5	2.3	0.2
Radio Sport	1.5	1.5	0.0	15	*	0.7	*	0.7	0.5	0.2	1.1	1.0	0.1	1.7	1.5	0.2	1.6	1.6	0.0	1.6	2.1	-0.5	0.4	0.4	0.0
Rhema	0.9	1.3	-0.4	16	0.6	1.3	-0.7	0.3	*	*	0.7	1.9	-1.2	1.2	2.0	-0.8	1.9	1.9	0.0	0.9	1.0	-0.1	2.8	2.5	0.3
Rock	10.7	10.5	0.2	3	11.6	15.4	-3.8	10.9	11.4	-0.5	18.0	18.5	-0.5	17.2	15.7	1.5	10.8	7.3	3.5	3.8	3.3	0.5	10.2	10.8	-0.6
Te Arawa FM	0.9	1.1	-0.2	16	0.6	0.7	-0.1	1.6	1.0	0.6	1.3	0.8	0.5	1.0	0.9	0.1	0.7	1.6	-0.9	1.0	1.6	-0.6	0.6	0.6	0.0
The Heat	2.1	3.3	-1.2	12	4.7	4.2	0.5	1.2	1.4	-0.2	2.6	5.4	-2.8	3.0	5.6	-2.6	2.3	3.3	-1.0	0.5	0.5	0.0	2.5	2.8	-0.3
The Hits	6.7	5.5	1.2	8	5.4	3.7	1.7	6.9	5.4	1.5	7.0	6.3	0.7	7.1	6.5	0.6	9.4	7.8	1.6	7.3	5.8	1.5	10.3	9.6	0.7
The Sound	11.1	10.1	1.0	2	1.4	1.1	0.3	10.6	7.1	3.5	13.1	9.6	3.5	12.7	10.8	1.9	18.7	19.4	-0.7	16.4	16.8	-0.4	7.7	9.4	-1.7
ZM	4.0	3.7	0.3	11	6.6	7.2	-0.6	3.9	4.4	-0.5	6.9	6.6	0.3	5.9	5.4	0.5	2.4	1.6	0.8	1.6	1.3	0.3	6.1	4.9	1.2
Others	3.5	4.0	-0.5		2.7	8.7	-6.0	4.9	4.6	0.3	5.2	4.9	0.3	4.1	4.1	0.0	2.2	2.2	0.0	2.7	2.5	0.2	3.3	4.2	-0.9
MediaWorks Combo	52.3	52.9	-0.6		43.6	47.2	-3.6	58.6	63.0	-4.4	56.8	56.7	0.1	56.4	55.9	0.5	59.0	57.4	1.6	51.3	51.7	-0.4	45.8	56.3	-10.5
NZME Combo	41.6	38.7	2.9		47.5	40.3	7.2	35.4	31.8	3.6	36.1	32.1	4.0	36.3	33.2	3.1	34.9	34.6	0.3	44.3	43.5	0.8	46.3	35.6	10.7
Potential (000)	55.0	53.9	1.1		8.1	8.0	0.1	13.5	13.3	0.2	15.8	15.6	0.2	23.9	23.5	0.4	15.8	15.4	0.4	13.6	13.0	0.6	11.0	10.6	0.4
Sample	891	872	19		111	110	1	131	136	-5	189	197	-8	318	317	1	271	242	29	306	290	16	159	152	7

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

MediaWorks Combo: Breeze or Edge or Magic Music & Talk (from S1 2019) or Magic (until S4 2018) or Mai FM or More FM or RadioLive (until S4 2018) or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki (until S2 2018) or Radio Sport or The Hits or ZM (from S3 2018) internet only listening to Hokonui or Mix (until S2 2018) or Radio Hauraki (from S3 2018)

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



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Station Share (%) by Daypart, People 10+
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This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019
 Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

	This	Last	+/-
Potential (000)	55.0	53.9	1.1
Sample Size	891	872	19

	Mon-Fri 6am-9am				Mon-Fri 9am-12md				Mon-Fri 12md-4pm				Mon-Fri 4pm-7pm				Mon-Fri 7pm-12mn				Mon-Fri 12mn-6am				Sat-Sun 12mn-12mn			
	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
Breeze	7.6	7.5	0.1	7	6.3	8.3	-2.0		5.9	6.8	-0.9		9.8	10.6	-0.8		17.8	15.3	2.5		10.7	10.5	0.2		8.7	9.1	-0.4	
Coast	10.0	9.2	0.8	3	13.8	14.4	-0.6		12.6	13.7	-1.1		10.3	10.2	0.1		5.9	6.6	-0.7		9.4	7.8	1.6		12.0	12.3	-0.3	
Edge	8.1	8.1	0.0	5	7.1	6.9	0.2		8.2	7.6	0.6		7.7	7.4	0.3		9.3	7.4	1.9		5.6	4.7	0.9		4.7	4.7	0.0	
Flava	10.2	9.6	0.6	2	7.0	5.9	1.1		8.6	7.5	1.1		12.3	12.2	0.1		10.7	7.4	3.3		8.6	5.4	3.2		9.7	9.5	0.2	
Life FM	0.4	0.7	-0.3	18	0.4	0.3	0.1		0.3	0.2	0.1		0.3	0.9	-0.6		0.2	1.3	-1.1		0.7	0.6	0.1		0.2	0.5	-0.3	
Magic Music & Talk*	7.7	10.3	-2.6	6	7.8	9.1	-1.3		6.3	8.3	-2.0		6.9	8.6	-1.7		12.5	10.9	1.6		12.6	9.7	2.9		10.6	11.7	-1.1	
Mai FM	1.2	1.3	-0.1	16	1.8	0.9	0.9		2.6	1.8	0.8		1.8	2.6	-0.8		3.7	4.0	-0.3		0.7	0.4	0.3		2.6	2.3	0.3	
Mix	1.4	0.8	0.6	14	2.1	1.3	0.8		1.6	1.0	0.6		1.6	0.8	0.8		0.9	0.2	0.7		0.1	*	*		2.7	1.5	1.2	
More FM	6.4	7.0	-0.6	9	2.9	3.7	-0.8		3.5	5.0	-1.5		4.6	5.3	-0.7		3.3	2.6	0.7		3.2	2.4	0.8		4.9	5.6	-0.7	
Newstalk ZB	6.5	6.1	0.4	8	4.7	4.2	0.5		3.0	2.7	0.3		2.8	2.8	0.0		9.4	9.5	-0.1		15.4	13.7	1.7		5.7	5.6	0.1	
Radio Sport	2.3	2.5	-0.2	13	1.1	0.9	0.2		0.7	0.8	-0.1		1.1	0.8	0.3		1.3	1.6	-0.3		1.7	1.7	0.0		2.1	2.2	-0.1	
Rhema	1.4	2.3	-0.9	14	0.4	1.2	-0.8		0.7	0.9	-0.2		0.9	1.6	-0.7		1.6	1.4	0.2		0.5	0.4	0.1		0.9	1.1	-0.2	
Rock	9.4	8.6	0.8	4	12.1	12.4	-0.3		12.9	13.9	-1.0		11.3	10.0	1.3		6.2	8.2	-2.0		4.6	6.2	-1.6		10.8	9.2	1.6	
Te Arawa FM	1.2	1.2	0.0	16	1.0	0.7	0.3		0.4	0.7	-0.3		0.5	0.9	-0.4		0.3	0.7	-0.4		2.2	3.3	-1.1		1.0	1.3	-0.3	
The Heat	2.4	3.3	-0.9	12	2.8	4.5	-1.7		2.0	2.5	-0.5		1.6	1.0	0.6		0.5	1.5	-1.0		7.1	18.6	-11.5		1.3	1.4	-0.1	
The Hits	5.3	4.3	1.0	10	7.1	5.3	1.8		8.5	6.6	1.9		7.3	6.1	1.2		5.0	4.7	0.3		6.6	5.8	0.8		6.1	5.3	0.8	
The Sound	10.3	9.5	0.8	1	14.5	13.0	1.5		13.2	12.0	1.2		10.7	9.4	1.3		6.1	5.6	0.5		6.7	6.1	0.6		9.6	9.1	0.5	
ZM	5.2	4.6	0.6	11	3.1	3.2	-0.1		4.7	4.7	0.0		4.6	3.7	0.9		2.3	1.9	0.4		0.7	0.6	0.1		3.5	3.4	0.1	
Others	2.9	3.1	-0.2		4.1	3.7	0.4		4.2	3.3	0.9		4.0	5.1	-1.1		3.0	9.3	-6.3		2.8	1.9	0.9		3.0	4.0	-1.0	
MediaWorks Combo	50.9	52.4	-1.5		52.6	54.3	-1.7		52.8	55.5	-2.7		53.1	54.1	-1.0		58.9	54.0	4.9		43.9	40.0	3.9		52.0	51.9	0.1	
NZME Combo	43.0	39.5	3.5		40.7	36.9	3.8		41.3	38.1	3.2		42.4	39.2	3.2		35.6	34.7	0.9		43.3	36.0	7.3		42.5	41.4	1.1	

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	All 10+				People 10-17			People 18-34			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	6.6	6.8	-0.2	4	0.7	0.7	0.0	1.2	1.3	-0.1	1.7	1.7	0.0	3.0	2.9	0.1	2.9	2.8	0.1	2.2	2.2	0.0	1.7	1.5	0.2
Coast	7.0	7.5	-0.5	3	0.3	0.2	0.1	0.1	0.4	-0.3	0.3	0.6	-0.3	1.7	2.0	-0.3	3.3	3.6	-0.3	4.0	4.2	-0.2	0.8	0.8	0.0
Edge	8.1	8.2	-0.1	2	1.2	1.5	-0.3	3.6	3.6	0.0	3.1	2.9	0.2	4.8	4.5	0.3	2.3	2.3	0.0	0.7	0.8	-0.1	2.0	2.1	-0.1
Flava	8.3	8.7	-0.4	1	2.4	2.2	0.2	3.7	3.6	0.1	2.6	3.3	-0.7	3.6	4.3	-0.7	1.1	1.3	-0.2	0.3	0.4	-0.1	1.8	1.8	0.0
Life FM	0.7	1.2	-0.5	18	0.1	0.2	-0.1	0.2	0.4	-0.2	0.3	0.5	-0.2	0.6	0.8	-0.2	0.2	0.2	0.0	0.1	0.1	0.0	0.3	0.3	0.0
Magic Music & Talk*	5.9	6.4	-0.5	6	0.2	0.3	-0.1	0.1	0.3	-0.2	0.4	0.7	-0.4	1.1	1.5	-0.4	2.1	2.3	-0.2	3.4	3.3	0.1	0.7	0.8	-0.1
Mai FM	3.5	3.4	0.1	11	1.4	1.2	0.2	1.0	1.3	-0.3	1.0	1.3	-0.3	1.3	1.6	-0.3	0.6	0.4	0.2	0.4	0.1	0.3	0.7	0.7	0.0
Mix	1.2	0.9	0.3	16	*	*	*	0.2	0.1	0.1	0.6	0.4	0.2	0.9	0.6	0.3	0.5	0.5	0.0	0.3	0.3	0.0	0.3	0.2	0.1
More FM	5.7	5.5	0.2	8	0.8	0.8	0.0	1.9	1.7	0.2	1.9	2.0	-0.1	3.0	2.8	0.2	1.8	1.6	0.2	1.0	1.2	-0.2	1.8	1.4	0.4
Newstalk ZB	2.5	2.5	0.0	13	*	*	*	*	0.3	*	0.2	0.3	-0.1	0.4	0.5	-0.1	0.7	0.6	0.1	1.3	1.2	0.1	0.1	0.1	0.0
Radio Sport	1.9	1.9	0.0	15	*	0.1	*	0.4	0.3	0.1	0.3	0.3	0.0	0.9	0.7	0.2	0.7	0.6	0.1	0.6	0.7	-0.1	0.2	0.2	0.0
Rhema	0.9	1.2	-0.3	17	0.1	0.3	-0.2	*	*	*	0.3	0.5	-0.2	0.5	0.7	-0.2	0.3	0.3	0.0	0.2	0.2	0.0	0.4	0.4	0.0
Rock	6.6	6.7	-0.1	4	0.7	0.7	0.0	1.8	2.3	-0.5	3.2	3.5	-0.3	4.3	4.4	-0.1	1.7	1.5	0.2	0.8	0.7	0.1	1.4	1.5	-0.1
Te Arawa FM	2.8	2.5	0.3	12	0.2	0.3	-0.1	0.7	0.4	0.3	1.0	0.7	0.3	1.6	1.4	0.2	1.1	1.1	0.0	0.7	0.6	0.1	0.4	0.4	0.0
The Heat	2.0	2.2	-0.2	14	0.3	0.3	0.0	0.7	0.6	0.1	1.1	1.2	-0.1	1.2	1.4	-0.2	0.4	0.4	0.0	0.2	0.2	0.0	0.6	0.5	0.1
The Hits	5.6	4.9	0.7	9	1.0	0.7	0.3	1.2	1.1	0.1	1.6	1.8	-0.2	2.3	2.4	-0.1	2.0	1.7	0.3	1.6	1.4	0.2	1.8	1.8	0.0
The Sound	5.9	6.2	-0.3	6	0.1	0.3	-0.2	0.7	0.9	-0.2	1.6	1.7	-0.1	3.6	3.7	-0.1	3.7	3.6	0.1	2.1	2.1	0.0	1.4	1.5	-0.1
ZM	3.9	3.9	0.0	10	0.8	1.0	-0.2	0.9	0.9	0.0	1.7	1.7	0.0	2.5	2.3	0.2	0.9	0.8	0.1	0.3	0.3	0.0	1.0	0.9	0.1
Others	3.9	4.1	-0.2		0.4	0.7	-0.3	1.4	1.3	0.1	1.7	1.6	0.1	2.3	2.1	0.2	1.0	1.0	0.0	0.6	0.6	0.0	0.8	0.8	0.0
MediaWorks Combo	30.7	30.0	0.7		3.7	3.8	-0.1	7.6	7.6	0.0	8.9	8.8	0.1	14.5	14.0	0.5	10.4	9.8	0.6	8.0	7.7	0.3	6.4	6.2	0.2
NZME Combo	25.9	25.7	0.2		3.8	3.6	0.2	5.9	5.6	0.3	6.7	7.2	-0.5	10.9	11.2	-0.3	7.8	7.6	0.2	7.0	7.0	0.0	5.0	4.9	0.1
All Commercial Radio	43.3	42.0	1.3		5.8	5.3	0.5	10.2	9.9	0.3	12.4	12.3	0.1	19.8	19.2	0.6	13.8	13.2	0.6	11.2	10.8	0.4	9.0	8.5	0.5
Potential (000)	55.0	53.9	1.1		8.1	8.0	0.1	13.5	13.3	0.2	15.8	15.6	0.2	23.9	23.5	0.4	15.8	15.4	0.4	13.6	13.0	0.6	11.0	10.6	0.4
Sample	891	872	19		111	110	1	131	136	-5	189	197	-8	318	317	1	271	242	29	306	290	16	159	152	7

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ROTORUA COMMERCIAL RADIO - SURVEY 1 2019

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019
Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

	This	Last	+/-
Potential (000)	55.0	53.9	1.1
Sample Size	891	872	19

	Mon-Fri 6am-9am				Mon-Fri 9am-12md				Mon-Fri 12md-4pm				Mon-Fri 4pm-7pm				Mon-Fri 7pm-12mn				Mon-Fri 12mn-6am				Sat-Sun 12mn-12mn			
	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
Breeze	3.8	3.9	-0.1	4	2.3	2.7	-0.4		2.7	3.5	-0.8		3.4	3.9	-0.5		1.6	1.7	-0.1		0.6	0.8	-0.2		5.0	5.0	0.0	
Coast	4.0	4.3	-0.3	3	3.8	4.1	-0.3		4.4	4.8	-0.4		3.6	3.8	-0.2		1.1	1.1	0.0		0.7	0.9	-0.2		4.6	4.7	-0.1	
Edge	4.4	4.3	0.1	2	2.6	2.6	0.0		3.9	4.0	-0.1		4.1	4.4	-0.3		2.8	2.6	0.2		1.0	0.9	0.1		4.3	4.4	-0.1	
Flava	5.4	5.1	0.3	1	3.2	3.5	-0.3		4.0	3.9	0.1		4.1	4.4	-0.3		2.3	2.0	0.3		1.7	1.2	0.5		5.8	6.0	-0.2	
Life FM	0.3	0.6	-0.3	18	0.2	0.3	-0.1		0.3	0.4	-0.1		0.2	0.6	-0.4		0.1	0.5	-0.4		0.2	0.2	0.0		0.4	0.5	-0.1	
Magic Music & Talk*	3.4	4.2	-0.8	7	2.9	3.4	-0.5		2.9	3.2	-0.3		2.7	3.1	-0.4		2.0	2.1	-0.1		1.4	1.4	0.0		4.1	4.7	-0.6	
Mai FM	1.4	1.4	0.0	12	1.5	1.1	0.4		1.9	1.7	0.2		1.8	1.7	0.1		0.9	1.1	-0.2		0.2	0.1	0.1		2.2	1.8	0.4	
Mix	0.6	0.5	0.1	16	0.5	0.4	0.1		0.6	0.5	0.1		0.6	0.6	0.0		0.2	0.1	0.1		0.2	*	*		0.9	0.6	0.3	
More FM	3.3	3.2	0.1	8	2.2	1.7	0.5		2.7	2.8	-0.1		2.0	2.1	-0.1		1.2	1.0	0.2		0.5	0.5	0.0		3.5	3.6	-0.1	
Newstalk ZB	1.7	1.6	0.1	11	1.5	1.3	0.2		1.3	1.2	0.1		0.9	1.0	-0.1		0.9	1.1	-0.2		1.1	1.1	0.0		1.8	1.9	-0.1	
Radio Sport	1.0	1.1	-0.1	15	0.7	0.6	0.1		0.5	0.5	0.0		0.7	0.6	0.1		0.3	0.4	-0.1		0.3	0.3	0.0		1.4	1.6	-0.2	
Rhema	0.6	1.0	-0.4	16	0.3	0.4	-0.1		0.6	0.7	-0.1		0.4	0.5	-0.1		0.2	0.2	0.0		0.2	0.2	0.0		0.4	0.7	-0.3	
Rock	3.8	3.9	-0.1	4	3.1	3.4	-0.3		3.9	4.1	-0.2		4.0	4.0	0.0		1.2	1.2	0.0		1.1	1.1	0.0		4.6	4.5	0.1	
Te Arawa FM	1.3	1.2	0.1	13	0.6	0.4	0.2		0.6	0.7	-0.1		0.6	0.7	-0.1		0.1	0.4	-0.3		0.6	0.7	-0.1		1.2	1.3	-0.1	
The Heat	1.1	1.2	-0.1	14	0.9	1.0	-0.1		1.1	1.1	0.0		0.7	0.5	0.2		0.1	0.2	-0.1		0.6	0.9	-0.3		1.2	1.0	0.2	
The Hits	2.7	2.2	0.5	9	2.3	2.1	0.2		3.4	3.0	0.4		2.8	2.6	0.2		0.8	0.9	-0.1		0.6	0.7	-0.1		3.2	3.2	0.0	
The Sound	3.7	3.9	-0.2	6	3.4	3.5	-0.1		3.9	3.8	0.1		3.5	3.4	0.1		0.9	1.1	-0.2		0.6	0.6	0.0		3.7	3.9	-0.2	
ZM	2.7	2.3	0.4	9	1.4	1.5	-0.1		2.4	2.1	0.3		1.9	1.8	0.1		0.8	0.8	0.0		0.2	0.2	0.0		2.8	2.8	0.0	
Others	1.2	1.2	0.0		1.5	1.5	0.0		2.2	1.8	0.4		1.3	1.6	-0.3		0.6	1.1	-0.5		0.7	0.7	0.0		1.8	2.4	-0.6	
MediaWorks Combo	20.5	20.3	0.2		15.4	15.7	-0.3		18.9	19.1	-0.2		18.6	18.9	-0.3		9.6	9.8	-0.2		4.8	4.9	-0.1		22.3	22.1	0.2	
NZME Combo	16.8	15.9	0.9		12.7	12.8	-0.1		15.1	14.3	0.8		13.6	13.9	-0.3		6.1	6.4	-0.3		4.7	4.3	0.4		18.5	18.6	-0.1	
All Commercial Radio	33.2	31.7	1.5		26.0	25.5	0.5		30.0	29.6	0.4		29.2	29.1	0.1		13.9	14.9	-1.0		9.4	9.4	0.0		34.8	34.1	0.7	

MediaWorks Combo: Breeze or Edge or Magic Music & Talk (from S1 2019) or Magic (until S4 2018) or Mai FM or More FM or RadioLive (until S4 2018) or Rock or The Sound or internet only listening to George FM

NZME Combo: Coast or Flava or Newstalk ZB or Radio Hauraki (until S2 2018) or Radio Sport or The Hits or ZM or Mix (from S3 2018) internet only listening to Hokonui or Mix (until S2 2018) or Radio Hauraki (from S3 2018)

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



ROTORUA COMMERCIAL RADIO - SURVEY 1 2019

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 4/2018 - 1/2019

This Survey Period: Sun Apr 8 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018 & Sun Jan 20 to Sat Mar 30 2019

Last Survey Period: Sun Jan 28 to Sat Jun 16 2018 & Sun Jun 24 to Sat Nov 10 2018

	All 10+			People 10-17			People 18-34			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	9:36	10:37	-1:01	5:22	6:22	-0:59	9:30	11:48	-2:18	7:10	7:16	-0:05	8:45	9:36	-0:51	11:36	12:31	-0:54	10:47	11:12	-0:24	5:58	8:58	-2:59
Coast	12:32	12:38	-0:05	1:32	2:14	-0:42	5:13	10:26	-5:13	5:21	9:00	-3:38	11:26	11:15	0:11	11:35	12:02	-0:27	13:58	13:48	0:10	7:13	6:27	0:46
Edge	6:47	6:44	0:02	5:31	5:44	-0:12	8:40	8:41	-0:01	7:20	8:37	-1:17	6:44	7:38	-0:53	5:26	4:45	0:40	5:04	2:48	2:16	4:26	5:28	-1:02
Flava	8:46	7:58	0:48	9:38	8:18	1:20	8:52	7:39	1:13	10:16	8:04	2:12	8:47	7:18	1:29	4:30	4:23	0:07	2:46	3:19	-0:33	12:12	8:53	3:18
Life FM	3:37	3:55	-0:17	6:33	7:05	-0:32	5:15	2:25	2:49	4:38	4:46	-0:07	3:31	3:51	-0:20	1:57	1:55	0:02	1:00	1:00	0:00	3:08	2:15	0:52
Magic Music & Talk*	11:08	12:30	-1:22	0:34	5:01	-4:27	16:45	6:30	10:14	7:53	11:07	-3:13	6:32	11:06	-4:33	8:08	11:24	-3:16	11:13	12:21	-1:08	10:05	13:13	-3:08
Mai FM	4:34	4:25	0:09	5:10	4:30	0:39	3:49	5:28	-1:38	5:28	5:59	-0:30	4:50	5:21	-0:30	3:17	1:52	1:25	4:11	0:37	3:34	3:57	4:11	-0:13
Mix	11:13	9:15	1:57	1:30	1:30	0:00	4:28	15:30	-11:01	14:43	13:12	1:31	13:41	11:05	2:35	9:17	6:50	2:26	6:09	6:15	-0:05	23:14	8:19	14:55
More FM	5:54	7:30	-1:35	3:43	4:45	-1:02	5:56	11:35	-5:38	6:45	9:36	-2:50	7:26	8:21	-0:55	7:06	4:57	2:09	5:09	5:28	-0:19	5:20	9:00	-3:40
Newstalk ZB	16:56	16:48	0:08	*	*	*	*	1:38	*	11:25	6:43	4:41	12:29	9:54	2:35	9:19	11:26	-2:07	14:21	16:07	-1:46	30:22	36:24	-6:02
Radio Sport	6:04	6:37	-0:33	*	3:30	*	2:41	2:44	-0:02	7:25	7:05	0:20	7:07	8:13	-1:05	5:54	7:09	-1:15	6:16	7:18	-1:01	2:18	2:25	-0:07
Rhema	8:04	9:03	-0:59	2:56	3:12	-0:16	10:00	*	*	4:20	9:06	-4:45	8:27	10:57	-2:30	15:05	14:44	0:20	11:39	13:01	-1:22	9:04	8:35	0:28
Rock	12:33	12:51	-0:18	11:58	16:03	-4:05	9:20	8:30	0:49	12:33	13:26	-0:52	14:06	13:28	0:38	16:35	13:16	3:19	10:55	11:48	-0:52	9:47	10:21	-0:33
Te Arawa FM	2:29	3:32	-1:03	1:55	2:09	-0:14	3:38	4:04	-0:25	2:50	2:56	-0:05	2:14	2:15	-0:01	1:46	3:44	-1:58	3:14	6:44	-3:30	2:09	2:15	-0:05
The Heat	8:10	12:22	-4:11	9:07	10:27	-1:20	2:50	3:54	-1:03	5:29	11:37	-6:07	8:47	15:05	-6:18	16:07	20:07	-3:59	5:25	4:43	0:42	5:38	7:54	-2:15
The Hits	9:12	9:03	0:08	3:44	4:01	-0:16	8:56	8:08	0:48	9:34	9:04	0:29	10:43	10:22	0:21	12:24	11:45	0:38	10:35	9:29	1:06	7:57	7:50	0:07
The Sound	14:27	13:15	1:11	7:33	2:50	4:42	24:37	14:01	10:35	18:44	14:11	4:32	12:45	10:57	1:47	13:17	14:03	-0:46	17:55	19:15	-1:20	7:39	9:18	-1:38
ZM	7:47	7:49	-0:01	5:56	5:34	0:21	6:43	8:01	-1:18	8:52	10:04	-1:12	8:28	8:53	-0:25	6:43	5:21	1:21	11:44	11:11	0:32	8:04	7:48	0:15
Others	6:54	7:58	-1:04	4:31	10:16	-5:44	5:32	5:56	-0:23	6:42	7:49	-1:06	6:20	7:14	-0:53	5:44	5:43	0:01	9:57	9:18	0:39	5:37	7:30	-1:52
MediaWorks Combo	13:07	14:24	-1:17	7:54	9:36	-1:42	12:14	14:07	-1:53	14:07	16:08	-2:00	13:52	15:03	-1:10	15:01	15:25	-0:23	15:07	16:01	-0:53	9:46	13:02	-3:16
NZME Combo	12:23	12:20	0:03	8:27	8:39	-0:11	9:31	9:35	-0:04	11:58	11:07	0:50	11:53	11:12	0:41	11:48	11:56	-0:07	14:56	14:51	0:05	12:31	10:32	1:58
All Commercial Radio	17:48	19:29	-1:41	11:44	14:25	-2:40	15:26	17:10	-1:43	17:55	20:26	-2:30	17:59	19:37	-1:38	19:07	20:00	-0:52	21:01	21:59	-0:58	15:08	16:55	-1:47
Potential (000)	55.0	53.9	1.1	8.1	8.0	0.1	13.5	13.3	0.2	15.8	15.6	0.2	23.9	23.5	0.4	15.8	15.4	0.4	13.6	13.0	0.6	11.0	10.6	0.4
Sample	891	872	19	111	110	1	131	136	-5	189	197	-8	318	317	1	271	242	29	306	290	16	159	152	7

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	This	Last	+/-
Potential (000)	55.0	53.9	1.1
Sample Size	891	872	19

	Mon-Fri 6am-9am			Mon-Fri 9am-12md			Mon-Fri 12md-4pm			Mon-Fri 4pm-7pm			Mon-Fri 7pm-12mn			Mon-Fri 12mn-6am			Sat-Sun 12mn-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	2:55	2:56	-0:01	3:35	4:04	-0:29	3:31	3:12	0:19	2:30	2:28	0:01	4:53	4:42	0:10	5:25	5:32	-0:06	3:00	3:22	-0:21
Coast	3:37	3:17	0:19	4:41	4:45	-0:04	4:33	4:45	-0:11	2:26	2:24	0:02	2:25	3:02	-0:37	4:11	3:34	0:36	4:32	4:47	-0:14
Edge	2:41	2:49	-0:08	3:30	3:31	-0:00	3:19	3:07	0:11	1:37	1:30	0:07	1:30	1:27	0:02	1:51	1:59	-0:08	1:54	1:59	-0:04
Flava	2:44	2:52	-0:07	2:52	2:15	0:36	3:26	3:11	0:15	2:35	2:29	0:06	2:08	1:56	0:11	1:35	1:46	-0:10	2:54	2:53	0:00
Life FM	1:36	1:46	-0:09	2:04	1:34	0:30	1:38	0:54	0:43	1:10	1:20	-0:10	0:48	1:24	-0:35	1:25	1:24	0:00	0:58	1:48	-0:50
Magic Music & Talk*	3:16	3:43	-0:26	3:28	3:33	-0:04	3:29	4:16	-0:46	2:12	2:29	-0:17	2:48	2:40	0:07	2:57	2:39	0:18	4:28	4:38	-0:10
Mai FM	1:17	1:23	-0:05	1:30	1:05	0:25	2:08	1:43	0:25	0:51	1:23	-0:32	1:47	1:50	-0:02	1:15	1:15	0:00	2:00	2:25	-0:24
Mix	3:19	2:48	0:30	5:13	4:31	0:41	4:08	3:15	0:52	2:09	1:22	0:47	1:58	1:00	0:58	0:15	*	*	5:03	4:27	0:36
More FM	2:47	3:21	-0:34	1:46	2:56	-1:09	2:03	2:59	-0:56	2:01	2:20	-0:18	1:11	1:22	-0:10	2:01	1:45	0:15	2:26	2:54	-0:27
Newstalk ZB	5:23	5:44	-0:21	4:11	4:19	-0:08	3:41	3:54	-0:13	2:37	2:29	0:07	4:40	4:22	0:18	4:37	5:09	-0:32	5:36	5:34	0:01
Radio Sport	3:14	3:16	-0:02	1:52	1:55	-0:02	2:18	2:35	-0:16	1:21	1:14	0:07	1:56	2:02	-0:06	2:10	2:24	-0:14	2:33	2:29	0:03
Rhema	3:17	3:21	-0:04	1:57	4:10	-2:13	1:58	2:06	-0:07	2:03	2:46	-0:43	3:36	4:00	-0:24	0:44	0:44	-0:00	3:59	3:01	0:57
Rock	3:35	3:22	0:13	5:04	4:57	0:07	5:18	5:42	-0:23	2:26	2:16	0:09	2:15	3:25	-1:10	1:21	2:18	-0:57	4:02	3:46	0:15
Te Arawa FM	1:19	1:24	-0:04	2:07	2:21	-0:13	1:14	1:31	-0:17	0:44	1:12	-0:28	0:52	0:53	-0:00	1:17	1:57	-0:39	1:30	1:53	-0:23
The Heat	2:59	4:06	-1:06	3:56	6:14	-2:17	2:57	3:41	-0:44	1:52	1:47	0:04	3:00	3:12	-0:12	4:09	8:21	-4:12	1:46	2:36	-0:49
The Hits	2:47	2:56	-0:09	3:57	3:21	0:36	3:58	3:38	0:19	2:15	2:09	0:06	2:57	2:42	0:14	3:19	3:19	-0:00	3:15	3:07	0:07
The Sound	4:01	3:40	0:20	5:34	5:02	0:32	5:23	5:15	0:07	2:38	2:31	0:06	2:57	2:37	0:20	3:48	3:48	-0:00	4:26	4:17	0:08
ZM	2:47	2:59	-0:12	2:53	2:48	0:05	3:11	3:39	-0:27	2:05	1:50	0:14	1:15	1:10	0:04	1:06	1:19	-0:13	2:13	2:15	-0:02
Others	3:23	4:01	-0:37	3:40	3:24	0:16	3:02	3:06	-0:03	2:33	2:52	-0:19	2:10	4:31	-2:21	1:16	1:10	0:05	2:52	3:07	-0:14
MediaWorks Combo	3:35	3:55	-0:20	4:26	4:38	-0:12	4:27	4:49	-0:21	2:28	2:34	-0:06	2:46	2:50	-0:04	2:57	3:11	-0:13	4:02	4:19	-0:17
NZME Combo	3:40	3:46	-0:05	4:09	3:52	0:16	4:20	4:24	-0:04	2:42	2:32	0:10	2:38	2:47	-0:08	2:56	3:16	-0:19	3:58	4:06	-0:07
All Commercial Radio	4:21	4:47	-0:26	5:00	5:16	-0:16	5:19	5:36	-0:17	2:58	3:06	-0:07	3:15	3:27	-0:12	3:24	4:11	-0:46	4:59	5:25	-0:25

MediaWorks Combo: Breeze or Edge or Magic Music & Talk (from S1 2019) or Magic (until S4 2018) or Mai FM or More FM or RadioLive (until S4 2018) or Rock or The Sound or internet only listening to George FM

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*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019: Sunday April 8 - Saturday June 16 & Sunday June 24 - Saturday November 10 2018.